

Tehama County Economic Forecast

The county is a large recreational and agricultural region that includes vast areas of open space for cattle ranches, orchards, row crops, and both large and small farms.

The 2000 Census data records Tehama County's population at 56,000 residents, an increase over 1990 Census data of 6,400, or almost 13 percent. Red Bluff, the largest city in the county, records a population of 13,300, up 7 percent from the 1990 Census. The county's second largest city, Corning, has a population of 6,800. Home to a major processing plant for olives and olive products, Corning is often referred to as the "Olive Capitol of the United States."

The county's 2001 annual average unemployment rate of 6.9 percent is higher than the state's rate of 4.9 percent, but overall, the unemployment rate in Tehama County has declined substantially since 1996.

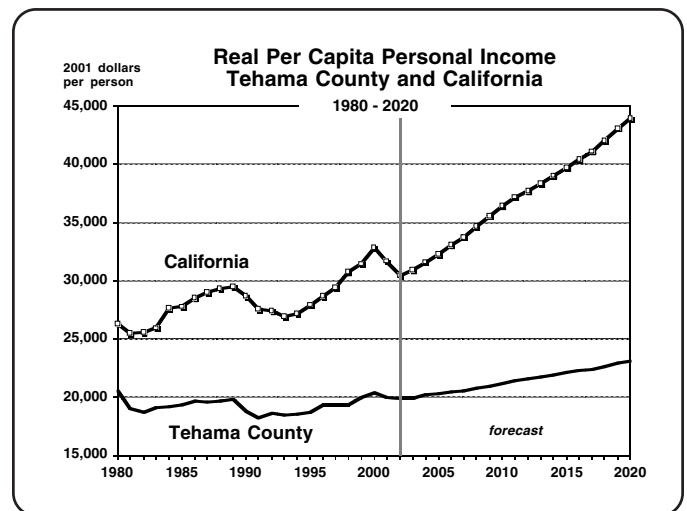
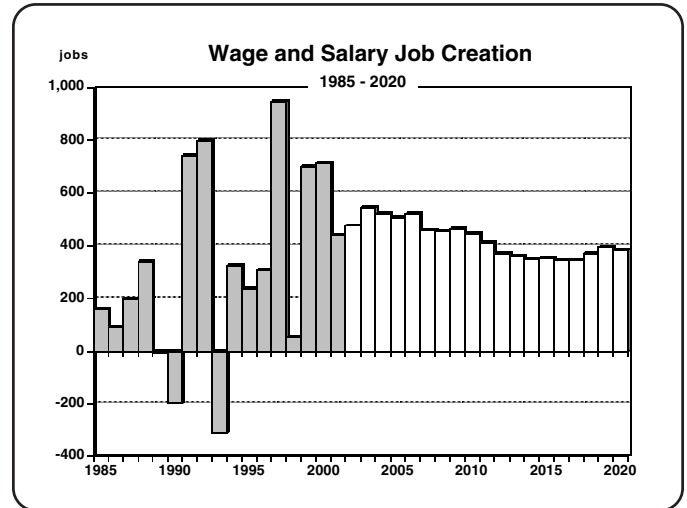
The retail trade, government, services, and manufacturing industries were dominant in the county's employment during 2001. Retail trade accounted for the largest share (26 percent) of all employment. Government contributed 23 percent of the total, with a majority of the jobs in local government. Services made up over 19 percent of all jobs, while manufacturing (specifically lumber and wood products) contributed 14 percent (2,500).

The composition of industry in Tehama County has changed over recent years. Retail trade and services employment has expanded, emulating trends seen throughout the state to meet increased needs for health services, recreation, and shopping. The retail and wholesale trade sectors are projected to produce in excess of 1,000 new jobs between now and the year 2007. The government sector is forecast to create over 800 new jobs.

In Tehama County, business advantages include affordable land and access to interstate and state highways. Bisected by Interstate 5, Tehama County is fast becoming a distribution hub for northern California. Several national corporations have built major industrial complexes in the county in recent years.

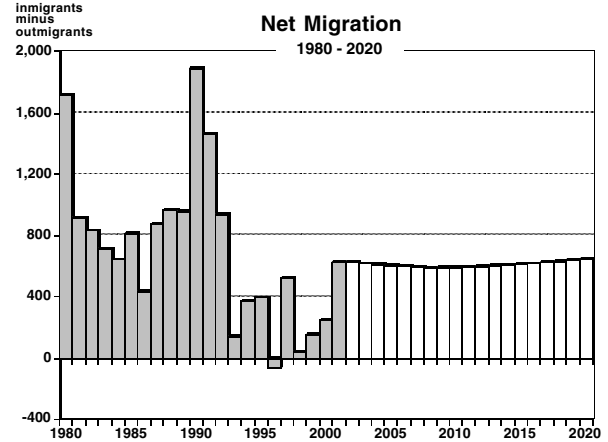
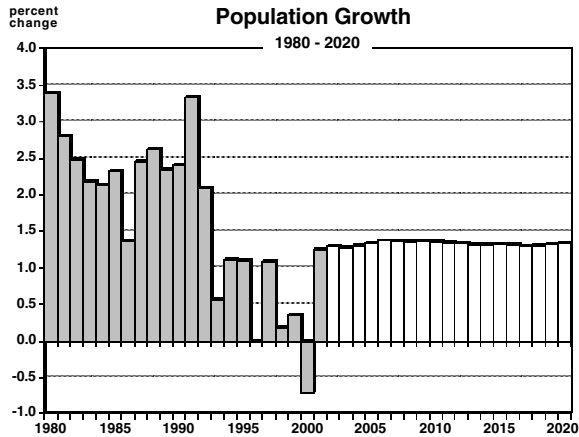
Forecast Highlights

- Non-farm job growth averages 3.0 percent per year between 2002 and 2007. The industries responsible for most of the projected job growth are government, retail trade, and services. After increasing in 2002,



the unemployment rate falls and remains in the 4 to 6 percent range for the entire forecast period.

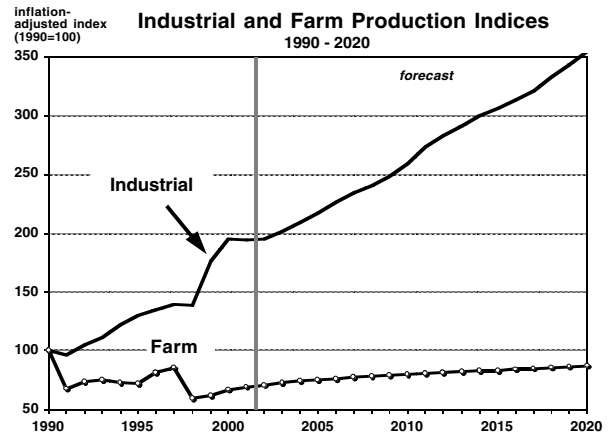
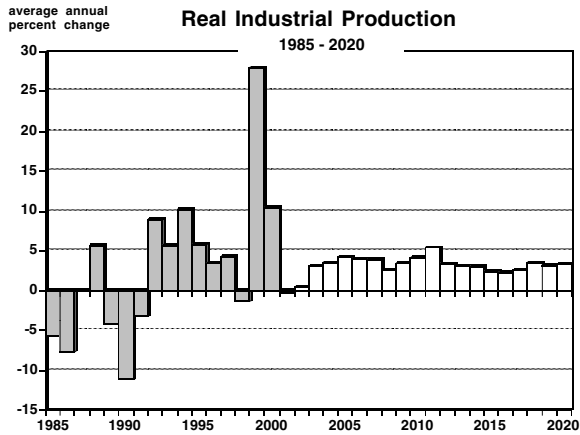
- Inflation-adjusted per capita income rises an average of 0.7 percent per year over the next 5 years. Total inflation adjusted personal income is projected to rise an average of 2.1 percent per year between 2001 and 2007.
- Population growth accelerates over the next 5 years, averaging 1.3 percent growth per year. This compares to the 0.2 percent average annual growth rate that prevailed between 1995 and 2000. A greater number of births (due to a rising population in the fertile age cohorts) and higher net migration are responsible for the higher rate of population growth projected.



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1995-2001 History, 2002-2020 Forecast

	Population (people)	Net Migration (people)	Registered Vehicles (thousands)	Households (thousands)	New Homes Permitted (homes)	Retail Sales (millions)	Personal Income (billions)	Real Per Capita Income (dollars)	Farm Crop Value (millions)	Industrial Production (billions)
1995	55,300	394	52.1	20.8	233	\$260.6	\$0.8	\$18,749	\$100	\$0.3
1996	55,300	-64	52.7	21.2	154	\$279.0	\$0.9	\$19,331	\$115	\$0.3
1997	55,900	522	50.3	21.4	95	\$268.7	\$0.9	\$19,376	\$126	\$0.4
1998	56,000	46	53.1	21.6	154	\$280.7	\$0.9	\$19,340	\$90	\$0.4
1999	56,200	152	54.7	21.8	155	\$314.1	\$1.0	\$19,975	\$97	\$0.5
2000	55,800	250	56.4	21.0	221	\$335.1	\$1.1	\$20,379	\$111	\$0.5
2001	56,500	627	58.1	21.1	186	\$347.3	\$1.1	\$19,968	\$120	\$0.5
2002	57,233	629	59.1	21.3	174	\$367.8	\$1.2	\$19,869	\$129	\$0.5
2003	57,965	617	60.6	21.5	180	\$385.3	\$1.3	\$19,913	\$138	\$0.5
2004	58,721	608	62.5	21.7	187	\$405.6	\$1.3	\$20,182	\$146	\$0.5
2005	59,506	602	64.1	21.8	170	\$427.0	\$1.4	\$20,306	\$153	\$0.6
2006	60,321	598	65.9	22.0	166	\$449.4	\$1.5	\$20,449	\$161	\$0.6
2007	61,147	592	67.8	22.2	167	\$472.5	\$1.6	\$20,609	\$168	\$0.6
2008	61,974	588	69.8	22.3	166	\$497.2	\$1.7	\$20,791	\$176	\$0.6
2009	62,816	589	72.0	22.5	160	\$523.2	\$1.8	\$20,969	\$184	\$0.6
2010	63,664	591	74.0	22.6	157	\$552.5	\$1.9	\$21,211	\$192	\$0.7
2011	64,519	594	76.1	22.8	157	\$583.9	\$2.0	\$21,423	\$202	\$0.7
2012	65,381	597	78.1	22.9	159	\$616.2	\$2.1	\$21,572	\$211	\$0.7
2013	66,244	601	80.3	23.1	156	\$650.6	\$2.2	\$21,757	\$221	\$0.8
2014	67,119	605	82.5	23.2	155	\$685.3	\$2.4	\$21,924	\$231	\$0.8
2015	68,007	611	84.5	23.4	154	\$721.6	\$2.5	\$22,117	\$242	\$0.8
2016	68,904	618	86.5	23.5	152	\$760.0	\$2.7	\$22,283	\$254	\$0.8
2017	69,799	624	88.2	23.7	152	\$800.8	\$2.8	\$22,435	\$266	\$0.8
2018	70,708	632	89.4	23.8	148	\$843.3	\$3.0	\$22,636	\$279	\$0.9
2019	71,643	641	90.9	23.9	146	\$889.4	\$3.2	\$22,933	\$292	\$0.9
2020	72,601	648	92.3	24.1	145	\$936.2	\$3.4	\$23,139	\$305	\$0.9



Total Wage & Salary	Farm	Mining & Construction	Manufacturing	Transportation, Utilities	Wholesale, Retail Trade	Finance, Real Estate	Services	Government
-----employment (jobs)-----								
13,842	1,313	333	2,640	393	3,208	529	2,611	2,815
14,148	1,520	358	2,469	403	3,274	566	2,652	2,907
15,095	1,469	313	2,539	421	4,023	591	2,681	3,058
15,147	1,205	302	2,580	393	4,122	636	2,777	3,133
15,846	1,328	387	2,559	444	4,313	671	2,926	3,218
16,559	1,481	454	2,495	458	4,439	654	3,023	3,555
17,001	1,372	464	2,458	449	4,447	624	3,243	3,945
17,477	1,324	455	2,459	458	4,615	628	3,283	4,254
18,024	1,314	470	2,474	467	4,818	633	3,353	4,496
18,543	1,301	479	2,495	474	5,036	637	3,436	4,686
19,049	1,288	487	2,519	480	5,266	641	3,530	4,837
19,566	1,281	496	2,547	489	5,525	646	3,623	4,960
20,025	1,272	502	2,578	497	5,750	652	3,713	5,062
20,481	1,270	506	2,614	505	5,980	657	3,801	5,149
20,945	1,269	510	2,650	513	6,231	663	3,882	5,226
21,393	1,268	514	2,687	522	6,475	670	3,961	5,295
21,803	1,268	517	2,726	531	6,706	677	4,021	5,357
22,173	1,270	519	2,764	540	6,912	684	4,072	5,413
22,534	1,271	522	2,802	548	7,118	691	4,117	5,467
22,881	1,271	524	2,839	555	7,316	698	4,160	5,516
23,234	1,271	528	2,876	562	7,509	706	4,218	5,565
23,580	1,269	531	2,914	569	7,695	713	4,275	5,614
23,924	1,267	534	2,952	576	7,878	721	4,335	5,662
24,295	1,262	540	2,992	584	8,069	728	4,409	5,710
24,689	1,258	544	3,036	592	8,282	736	4,484	5,757
25,073	1,257	547	3,080	601	8,479	744	4,561	5,802

